



January 2018

The Collective
Monthly Newsletter

Dear Sweet You,

This month's theme is FOUNDATIONS. January is all about new starts but remember a new start can happen any time!

As you start this year let's talk about laying strong foundations in life and business to sustain us and provide support for our growth!

In love and light,
Patty



Foundations in Life

What would love choose?

Your soul is comprised of 100% love so whatever your soul most wants to create in this world is what love would choose.

Have you listened to your soul? Have you listened to the yearning within yourself?

Every moment, even as you fulfill dreams of yesterday and years ago, new dreams are being born inside of you. New desires are growing. These desires are birthed through your own evolution.

They are important. They hold the seeds for what you are meant to create this year as you are operating at your highest vibration.

Choosing to honor these dreams and desires is not easy. When we live out our soul's full potential **we are living at the edge of our own vulnerability**. Being vulnerable is scary. Well its scary to our human self. Our soul is a total badass about vulnerability. Your soul thrives in that space where our human self feels exposed because that is the point where the balance of human and Divine playing out through your unique self is tipped in the Divine's favor.

This type of soul living takes courage. And not, let's-ride-a-roller-coaster courage. More like let's-jump-off-a-cliff-and-find-our-wings courage.

Don't you want that courage? Don't you want to live with your wings spread wide, soaring through life?!!!



YES YOU DO!

And I want to help you do it! That is what this place is about. The Collective is here to remind you how brave and special you are.

So what is your soul whispering to you right now?
What dream is it asking you to consider?
Which desire must be honored for you to live fully as you?

Let's find out, shall we? In the attached files you will find a meditation

Discovering your soul's deepest desire.

Find a quiet space and use this meditation to access the truth about what your soul most wants for you right now.

What did your precious soul have to say?

Perhaps its time to write a book. Maybe you are finally ready to admit what you truly want to be when you grow up. You might even find that walking away from or toward a relationship is your next act of courage.

If you need help discerning what you heard (or didn't hear) register for a coaching spot on our next Flying Lessons call.



As you move through this month continue to ask yourself “What is my deepest desire in this moment?”

Knowing your own desires does not necessarily mean acting upon them BUT it does mean being aware of what YOU want and what YOU need at your core.

Do you have a deep desire you are ready to take action on this year? Post a message in the Facebook community letting us know what that is so we can cheer you on!



BUSINESS FOUNDATIONS

Do you know where you are taking your business this year? This is the key to creating a strong business foundation.

The answer to where your business is going, what its earning, how its developing must come from within you.

I know its tempting to look outside yourself for that answer but the answer that will truly work for you must come *from* you. I'm certainly happy to guide you on an inquiry that will excavate those answers but before we do that I'd like you to commit to honor your own innate wisdom on this journey.

One of the quickest ways to get off course in your business is to look outside yourself for the direction your business needs to take next. This is exactly what got me to the point where I wanted to give up on my business a few years ago. I don't want that for you.

That crisis point in my own business led me to create most of what I teach today, which includes the exercise I'm giving you to do this month.

It is perfectly healthy and good to seek support and answers to questions and strategies in your business ONCE your soul has set the course. BUT there are foundational elements that must come from within you in order for you to thrive as a Lighthworker-Entrepreneur.

A Lighthworker-Entrepreneur is someone who runs her business with a desire to bring more light and love to the world through her work. The Epi-center of this focus is of course - LOVE.



Only your soul can tell you what the perfect expression of that LOVE is through your work. Once you have that foundation you can seek support of experts and community to take action on that vision.



STEP 1: Setting Your Vision

Here are the key questions that will create the basis for your company's growth:

1. What does your soul most want and need to receive right now?

You heard that right, what do you need right now? You must start with fulfilling any needs you have right now because without those needs being met your well will ultimately run dry. And as the brilliant Rumi once wrote "Never give from the depth of your well, but from your overflow."

Your prosperity, your joy, your health all comes from giving from a place of overflow so before we start giving out, lets start receiving in!

2. What does your soul most want and need to receive?

Once you have the answer to that question you can then ask

3. What does your soul most want and need to give?

That answer creates the foundation of your offerings this year.

Once you have those answers, its time to find out where the needs of the people you came to serve meet what you most want to offer.

"The place God calls you to is where you deep gladness and the world's deep hunger meet" - Frederick Buechner



It is this intersection that the Divine's perfection in what we do leaves me breathless. Think about it. We have a craving to give. Another person has a craving to receive exactly what we most desire to offer to the world. Its like the most perfect jigsaw puzzle ever!

Unfortunately many people ignore the Divine perfection of their longings in business.

We do not have to help “everyone” whether we think we can or not. We are here to help a very specific group of people. And the truth about who those people are, is already programmed inside you. Get quiet and allow the truth of who those people are to rise up inside you.

*And if you struggle with getting the answer to who these people are I've got you covered. In the resources section of this newsletter you will find the first module of the **Intuitive One Page Business Program**. In it I walk you through an exercise to connect to your ideal client.*

The entire module is a great starting point for this work but if you want to skip directly to connecting to the people you came to serve that starts approximately 34 minutes into the training.

Once you are clear on who those people are get quiet and ask yourself

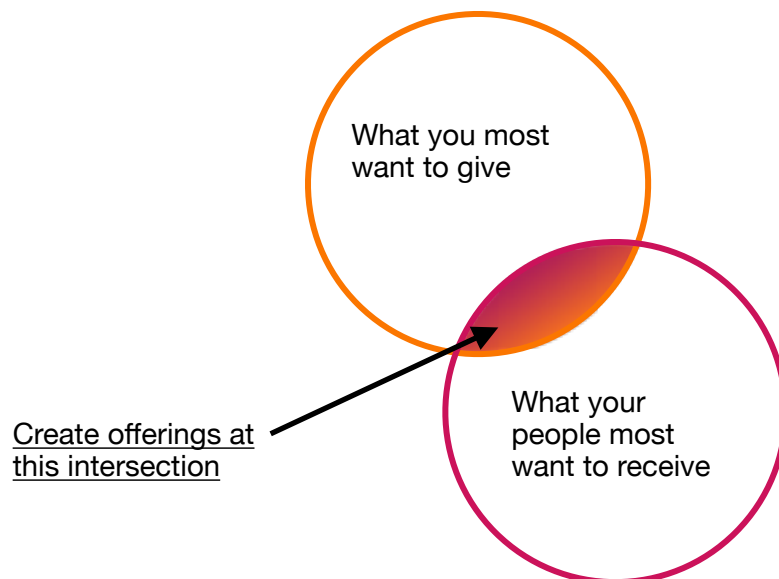


4. What do my people most want and need right now?

If you've ever worked with me before you may think "Patty, I've done this. I can skip this part." And I'm here to tell you - DO NOT SKIP THIS PART! This one question is what created *The Collective*.

We are evolving , our people are evolving and the planet is evolving every minute of every day. New ideas and options for your business and your level of service are emerging with this evolution.

The place where "what your people most want and need right now" and "what you most want and need to give" is where you must focus your energy this year.



Once you have that clarity it is much easier to put structure around it (structure = the key to growing a profitable soul infused business without exhaustion.)



STEP 2: Making a plan/ Creating your structure

Structure comes in the form of deciding:

How much money do you want to make from these offerings?

It is important to tell your business what you want to see from it, in terms of abundance. This guidance allows your business to work FOR you, as opposed to feeling like you are always working FOR your business.

Pick your income number. Put your line in the sand. Yes, you *might* not hit that number but if we put a plan in place and you use the support here in *The Collective* I bet you do!

The plan comes from deciding...

When do you want to sell what you are offering (sales and marketing calendar)?

If you are constantly selling (or thinking you should be selling) every week it will get exhausting. Sales can be incredibly enjoyable and fulfilling when its done with a service focus. But you can't always be selling. You are a creative being. You need periods of time to be inspired and create.

This year, my focused sales periods are going to be January, June and October. I'll keep marketing all year round by putting great content out but I'm not going to be worrying about making sales every week.



I'm going to set myself up so my pipeline is filled in the months I'm focused on selling and that way I can focus on downloading new content and being of service to each of you here inside *The Collective*.

How you will let people know you are selling, what you are offering? (aka your marketing)

Marketing is one of those places where I see FOMO take over from the most well-intentioned business owners. We see someone who does what we do using a particular type of marketing (social media, webinars, FB live, FB ads etc) and we think "GAH! I need to do that!"

It is perfectly acceptable to take your inspiration from your colleagues but ultimately you need to be picky. Marketing works best when you LOVE what you are doing and your people LOVE receiving from you in this way.

For example, I can do a virtual training or webinar every week and as long as at least one person shows up I will have a blast. It thrills me to teach concepts and take questions so it works for me. And the people I serve respond to these free offerings. Creating informational videos without interaction isn't as fun for me, so, as a result I don't do recorded videos very often. LIVE Webinars, on the other hand, are a huge part of my marketing.

What do you LOVE? What thrills you?

Forget being perfect at something, your enthusiasm and your people's responsiveness is a key indicator to what will be successful for you.



Choose your marketing with LOVE as your foundation.

And if this feels hard or overwhelming apply for a coaching seat on our next Marketing and Copywriting call and I'll help.

**** Step 1 & Step 2 Worksheets that summarize these key questions are available to download in your attachments!***